EXHIBIT B

Search terms

View (2 filters) · All campaigns

Add filter

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Search term	Match type	Added/Excluded	Campaign	Ad group	Impr.	↓ Interac	Interaction rate	Avg. cost	Cost	Campaign type	Conv. rate	Conversion
Total: Search terms					26,066	5,264 clicks	20.19%	$1.35	$7,125.06		0.97%	51.00
vinyl fence	Exact match	Added	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	4,024	446 clicks	11.08%	$1.55	$691.67	Search	0.00%	0.00
pvc fence	Exact match	Added	SRCH-EN-FL-PVC	PHRASE-PVC	4,148	327 clicks	7.88%	$0.84	$273.25	Search	1.22%	4.00
vinyl fence panels	Exact match	Added	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	1,763	270 clicks	15.31%	$1.54	$415.24	Search	0.37%	1.00
pvc fence wholesale	Exact match	Added	SRCH-EN-FL-PVC	PHRASE-PVC	1,103	240 clicks	21.76%	$0.70	$169.19	Search	2.92%	7.00
pvc fence supply	Phrase match (close variant)	None	SRCH-EN-FL-PVC	PHRASE-PVC	1,621	182 clicks	11.23%	$0.76	$139.07	Search	1.10%	2.00
vinyl fencing	Exact match	Added	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	976	137 clicks	14.04%	$1.60	$218.72	Search	0.00%	0.00
pvc fence	Exact match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	556	94 clicks	16.91%	$1.40	$131.50	Search	0.00%	0.00
pvc fence panels	Exact match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	589	89 clicks	15.11%	$1.65	$146.87	Search	1.12%	1.00
pvc fence supply	Broad match	None	SRCH-EN-FL-PVC	PHRASE-PVC	704	67 clicks	9.52%	$0.69	$46.37	Search	0.00%	0.00
florida fence	Exact match	Added	FLORIDA-FENCE	FENCE	663	64 clicks	9.65%	$0.89	$56.97	Search	0.00%	0.00
florida fence distributors	Broad match	None	FLORIDA-FENCE	FENCE	272	44 clicks	16.18%	$1.03	$45.23	Search	6.82%	3.00
pvc fencing	Exact match (variant)	Added	SRCH-EN-FL-PVC	PHRASE-PVC	397	38 clicks	9.57%	$0.85	$32.15	Search	2.63%	1.00
Total: Search terms					26,066	5,264 clicks	20.19%	$1.35	$7,125.06		0.97%	51.00
Total: Other search terms					–	–	–	–	$3,462.52		–	23.00
Total: Account					111,601	8,050 clicks	7.21%	$1.37	$11,005.60		0.92%	74.00
Total: Search campaigns					111,601	8,050 clicks	7.21%	$1.37	$11,005.60		0.92%	74.00
Total: Smart campaigns					0	0	–	–	$0.00		0.00%	0.00

Search terms

View (2 filters) — All campaigns

Custom | Jan 1 – Dec 31, 2021

Segment | Columns | Download | Expand | Show last 30 days

Search term	Match type	Added/Excluded	Campaign	Ad group	Impr.	→ Interac	Interaction rate	Avg. cost	Cost	Campaign type	Conv. rate	Conversions
Total: Search terms					55,380	5,576 clicks	10.07%	$1.18	$6,581.15		1.20%	67.00
vinyl fence	Exact match	✓ Added	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	3,914	374 clicks	9.56%	$1.27	$475.39	Search	0.00%	0.00
vinyl fence panels	Exact match	✓ Added	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	1,778	265 clicks	14.90%	$1.29	$342.03	Search	1.51%	4.00
pvc fence	Exact match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	2,553	265 clicks	10.38%	$1.29	$340.78	Search	2.64%	7.00
pvc fence	Exact match	✓ Added	SRCH-EN-FL-PVC	PHRASE-PVC	2,370	211 clicks	8.90%	$0.58	$121.85	Search	0.95%	2.00
pvc fence wholesale	Phrase match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	619	169 clicks	27.30%	$1.08	$182.02	Search	6.51%	11.00
vinyl fencing	Exact match	✓ Added	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	1,166	124 clicks	10.63%	$1.20	$148.68	Search	0.00%	0.00
pvc fence wholesale	Phrase match (close variant)	✓ Added	SRCH-EN-FL-PVC	PHRASE-PVC	456	113 clicks	24.78%	$0.64	$72.75	Search	2.65%	3.00
pvc fence wholesale	Exact match	✓ Added	SRCH-EN-FL-PVC	PHRASE-PVC	337	83 clicks	24.63%	$0.55	$45.84	Search	4.82%	4.00
pvc fence wholesale	Exact match (close variant)	✓ Added	SRCH-EN-FL-PVC	PHRASE-PVC	325	77 clicks	23.69%	$0.58	$44.63	Search	2.60%	2.00
pvc fence supply	Phrase match (close variant)	None	SRCH-EN-FL-PVC	PHRASE-PVC	695	76 clicks	10.94%	$0.58	$44.41	Search	0.00%	0.00
plastic fence panels	Exact match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	553	72 clicks	13.02%	$1.32	$95.03	Search	0.00%	0.00
pvc fence panels	Exact match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	495	68 clicks	13.74%	$1.21	$82.16	Search	1.47%	1.00
Total: Search terms					55,380	5,576 clicks	10.07%	$1.18	$6,581.15		1.20%	67.00
Total: Other search terms					–	–	–	–	$3,406.22		–	26.00
Total: Account					106,065	8,746 clicks	8.25%	$1.20	$10,520.95		1.06%	93.00
Total: Search campaigns					106,065	8,746 clicks	8.25%	$1.20	$10,520.95		1.06%	93.00
Total: Smart campaigns					0	0	–	–	$0.00		0.00%	0.00

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Search terms

View (2 filters) — All campaigns

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Search term	Match type	Added/Excluded	Campaign	Ad group	Impr.	↓ Interac	Interaction rate	Avg. cost	Cost	Campaign type	Conv. rate	Conversions
Total: Search terms					45,316	3,476 clicks	7.67%	$1.54	$5,344.80		0.86%	30.00
pvc fence	Exact match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	4,339	364 clicks	8.39%	$1.47	$534.40	Search	3.57%	13.00
vinyl fence panels	Exact match	✓ Added	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	1,904	225 clicks	11.82%	$1.54	$347.00	Search	0.00%	0.00
vinyl fence	Exact match	✓ Added	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	2,445	181 clicks	7.40%	$1.56	$282.61	Search	1.10%	2.00
vinyl fencing	Exact match	✓ Added	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	846	80 clicks	9.46%	$1.52	$121.50	Search	0.00%	0.00
plastic fence panels	Exact match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	578	64 clicks	11.07%	$1.63	$104.63	Search	0.00%	0.00
plastic fence	Exact match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	591	52 clicks	8.80%	$1.54	$80.21	Search	0.00%	0.00
florida fence	Exact match	✓ Added	FLORIDA-FENCE	FENCE	521	52 clicks	9.98%	$1.05	$54.54	Search	0.00%	0.00
pvc fencing	Exact match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	355	40 clicks	11.27%	$1.67	$66.81	Search	0.00%	0.00
pvc fence depot	Phrase match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	205	31 clicks	15.12%	$1.57	$48.78	Search	0.00%	0.00
vinyl fence cost	Phrase match	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	265	28 clicks	10.57%	$1.61	$45.16	Search	0.00%	0.00
pvc fence supply miami	Phrase match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	178	26 clicks	14.61%	$1.44	$37.40	Search	3.85%	1.00
vinyl fencing panels	Phrase match	✓ Added	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	159	23 clicks	14.47%	$1.62	$37.29	Search	0.00%	0.00
vinyl fences	Exact match	✓ Added	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	120	20 clicks	16.67%	$1.54	$30.84	Search	0.00%	0.00
veranda vinyl fence	Phrase match	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	102	12 clicks	11.76%	$1.54	$18.46	Search	0.00%	0.00
Total: Search terms					45,316	3,476 clicks	7.67%	$1.54	$5,344.80		0.86%	30.00
Total: Other search terms					–	–	–	–	$3,978.12		–	21.00
Total: Account					89,574	6,445 clicks	7.20%	$1.52	$9,770.58		0.81%	52.00
Total: Search campaigns					89,574	6,445 clicks	7.20%	$1.52	$9,770.58		0.81%	52.00
Total: Smart campaigns					0	0	–	–	$0.00		0.00%	0.00

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Search terms

View (2 filters) · All campaigns

Add filter

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Search term	Match type	Added/Excluded	Campaign	Ad group	Impr.	→ Interac	Interaction rate	Avg. cost	Cost	Campaign type	Conv. rate	Conversions
Total: Search terms					34,441	3,343 clicks	9.71%	$1.57	$5,247.57		1.05%	35.00
vinyl fence panels	Exact match	✓ Added	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	2,740	449 clicks	16.39%	$1.11	$499.09	Search	0.00%	0.00
pvc fence	Exact match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	2,136	204 clicks	9.55%	$1.67	$340.02	Search	3.43%	7.00
vinyl privacy fence prices	Phrase match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	503	144 clicks	28.63%	$0.92	$133.03	Search	0.00%	0.00
vinyl fence	Exact match	✓ Added	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	1,422	124 clicks	8.72%	$1.84	$228.65	Search	0.00%	0.00
pvc fence panels	Exact match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	522	68 clicks	13.03%	$1.54	$104.85	Search	0.00%	0.00
pvc fence wholesale	Exact match	✓ Added	SRCH-EN-FL-PVC	PHRASE-PVC	275	67 clicks	24.36%	$1.31	$87.55	Search	1.49%	1.00
vinyl fencing	Exact match	✓ Added	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	548	67 clicks	12.23%	$1.43	$95.54	Search	0.00%	0.00
vinyl privacy fence panels	Exact match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	130	44 clicks	33.85%	$0.88	$38.59	Search	0.00%	0.00
pvc fencing	Exact match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	329	43 clicks	13.07%	$1.81	$77.86	Search	2.33%	1.00
pvc fence	Exact match	✓ Added	SRCH-EN-FL-PVC	PHRASE-PVC	310	39 clicks	12.58%	$1.80	$70.04	Search	2.56%	1.00
plastic fence panels	Exact match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	393	38 clicks	9.67%	$1.74	$66.25	Search	0.00%	0.00
vinyl fencing panels	Exact match (close variant)	✓ Added	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	236	37 clicks	15.68%	$1.04	$38.49	Search	0.00%	0.00
home depot vinyl fence	Phrase match	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	131	12 clicks	9.16%	$1.83	$21.90	Search	0.00%	0.00
Total: Search terms					34,441	3,343 clicks	9.71%	$1.57	$5,247.57		1.05%	35.00
Total: Other search terms					–	–	–	–	$3,957.29		–	22.00
Total: Account					69,112	5,997 clicks	8.68%	$1.61	$9,651.51		0.95%	57.00
Total: Search campaigns					69,112	5,997 clicks	8.68%	$1.61	$9,651.51		0.95%	57.00
Total: Smart campaigns					0	0	–	–	$0.00		0.00%	0.00

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Search terms ⑦

View (2 filters)
🏠 All campaigns

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Add filter

Search term	Match type	Added/Excluded	Campaign	Ad group	Impr.	↓ Interac	Interaction rate	Avg. cost	Cost	Campaign type	Conv. rate	Conversions
Total: Search terms ⑦					24,360	2,779 clicks	11.41%	$1.35	$3,744.64		1.64%	
vinyl fence prices	Phrase match	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	6	4 clicks	66.67%	$1.54	$6.16	Search	0.00%	0.00
vinyl fence supply	Phrase match	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	32	4 clicks	12.50%	$1.70	$6.78	Search	0.00%	0.00
vinyl fencing lowe's	Phrase match	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	5	4 clicks	80.00%	$1.84	$7.36	Search	0.00%	0.00
white vinyl fence panels	Phrase match	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	44	4 clicks	9.09%	$2.60	$10.39	Search	0.00%	0.00
fence de vinyl	Exact match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	4	4 clicks	100.00%	$2.34	$9.37	Search	0.00%	0.00
fence vinyl	Exact match (close variant)	None	SRCH-EN-FL-VINYL	VINYL-CORE-EXACT	15	4 clicks	26.67%	$1.68	$6.71	Search	0.00%	0.00
Total: Search terms ⑦					24,360	2,779 clicks	11.41%	$1.35	$3,744.64		1.64%	6.50
Total: Other search terms ⑦					–	–	–	–	$2,624.61		–	1.50
Total: Account ⑦					44,120	4,748 clicks	10.76%	$1.34	$6,371.76		1.52%	2.00
Total: Search campaigns ⑦					44,120	4,748 clicks	10.76%	$1.34	$6,371.76		1.52%	2.00
Total: Smart campaigns ⑦					0	0	–	–	$0.00		0.00%	0.00

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